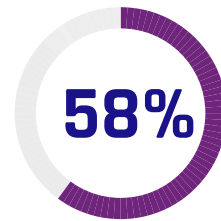


# The Unexpected Impact of Identity Security on Shopping Habits

A survey of IT and security leaders at retail organizations found that, in the last 12 months:



were breached through authentication processes

65%

were a victim of identity fraud



\$6.27M

was spent on authentication-related breaches



At the same time, retail customers say:



81%

would **stop shopping at a retailer** following a data breach

78%

would **actively favor** a retailer offering passkeys

85%

Want **more regulatory oversight** to protect their personal data

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